



## **Tempur-Pedic Introduces the TEMPUR-Cloud(TM) Supreme**

### **A Breakthrough Innovation in Pillowy Softness and Support featuring All New TEMPUR-ES(R) Material**

LEXINGTON, Ky., Sept 14, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Tempur-Pedic International Inc. (NYSE: TPX), the leading manufacturer, marketer and distributor of premium mattresses and pillows worldwide, introduces The TEMPUR-Cloud(TM) Supreme, a breakthrough in technology that creates a softer sleep surface while still providing Tempur-Pedic's revolutionary pressure-relieving comfort and therapeutic support. The first in the new TEMPUR-Cloud(TM) Collection, The TEMPUR-Cloud(TM) Supreme was developed through extensive research, and with a deep understanding of what consumers are looking for in a mattress, to deliver the perfect balance of comfort and support.

The new TEMPUR-Cloud Collection, which joins Tempur-Pedic's two existing world-class bed collections, will offer a series of soft, supportive beds featuring the all-new, revolutionary TEMPUR-ES(TM) material. This latest generation of proprietary TEMPUR(R) material was developed for consumers who want a soft sleep surface with the underlying support provided by a Tempur-Pedic mattress. The result of extensive R&D initiatives, TEMPUR-ES marks the third innovative advancement in sleep surfaces in the company's history, following the highly successful introductions of the original TEMPUR material in 1991 and TEMPUR-HD(R) in 2006.

"How your mattress feels is a personal preference, so we created this new line of mattresses for consumers who told us they wanted a softer option," said Rick Anderson, president of Tempur-Pedic North America. "The TEMPUR-Cloud Supreme brings a new level of softness to our product line without compromising our renowned support and durability, and will appeal to an entirely new segment of consumers."

To create this unique sleep experience, an extra thick layer of TEMPUR-ES is complemented by a TEMPUR Support Layer, which conforms to and supports the body in perfect spinal alignment. A Dual AirFlow System(TM) Base Layer further enhances the sleep experience. The removable, washable cover is allergen and dust-mite resistant and features an ultra-soft stretchable top and MicroSuede sides with stylish accent piping.

Available beginning in November, The TEMPUR-Cloud Supreme will retail for \$2,399 (Queen Flat Set) and, like all Tempur-Pedic mattresses, will come with a 20-year limited warranty. The second mattress in the collection, the TEMPUR-Cloud(TM), will be available in early 2010. For more information about these and other Tempur-Pedic products, visit [tempurpedic.com](http://tempurpedic.com).

#### **ABOUT TEMPUR-PEDIC**

Tempur-Pedic International Inc. (NYSE: TPX) manufactures and distributes mattresses and pillows made from its proprietary TEMPUR(R) pressure-relieving material. It is the worldwide leader in premium and specialty sleep. The Company is focused on developing, manufacturing and marketing advanced sleep surfaces that help improve the quality of life for people around the world. The Company's products are currently sold in over 70 countries under the TEMPUR(R) and Tempur-Pedic(R) brand names. World headquarters for Tempur-Pedic International is in Lexington, KY. For more information, visit <http://www.tempurpedic.com> or call 800-805-3635

SOURCE Tempur-Pedic International, Inc.

<http://www.tempurpedic.com>

Copyright (C) 2009 PR Newswire. All rights reserved